

## DEPARTMENT OF HEALTH SERVICES

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November 9, 1995

Medi-Cal Eligibility Information Letter No.: I-95-26

TO: All County Welfare Directors  
All County Administrative Officers  
All County Medi-Cal Program Specialists/Liaisons  
All County Health Officers  
All County MCAH Directors  
All County CPSP Coordinators

## BABYCAL CAMPAIGN UPDATE

The purpose of this letter is to provide an update on the Department of Health Services' (DHS) BabyCal Campaign. As you know, BabyCal is a statewide public awareness campaign to inform low-income pregnant women about the importance of prenatal care and the availability of programs that can help. Since 1991, the Department has implemented this Campaign through a contract with EvansGroup Advertising, a Los Angeles based agency.

The Department recently conducted a procurement process for the next phase of the BabyCal Campaign. We received proposals from seven agencies. After completing the evaluation process, DHS has awarded a contract, effective October 1, 1995, to Runyon Saltzman & Einhorn, an advertising agency based in Sacramento, California, who will be subcontracting with the Los Angeles office of Hill and Knowlton for a variety of community outreach activities.

Subject to legislative approval of anticipated funding, this contract will extend over four fiscal years (October 1995 through September 1998). The Department anticipates a seamless transition from the existing contractor to Runyon Saltzman & Einhorn. The new contractor will continue to utilize existing BabyCal ads and related campaign materials including the current posters and brochures. New messages and materials will be developed as the contract progresses to complement and build on existing strategies and objectives. Counties may continue to request campaign materials directly through the new contractor. Materials may be ordered by calling Edie Kissko of Hill and Knowlton at (213) 966-5745.

The Department is looking forward to the next phase of this effective outreach campaign. If you have any questions regarding this letter, please contact Lisa Reagan of the BabyCal Campaign at (916) 657- 3719.

Sincerely,

Original signed by

Frank S. Martucci, Chief  
Medi-Cal Eligibility Branch